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We claim:

1. A process for preparing solid polymeric pressure sensitive adhesive microspheres comprising:

- (a) contacting a polymerizable

 5 aqueous emulsion of at least one non-ionic monomer of
 an alkyl acrylate or alkyl methacrylate ester of a
 non-tertiary alcohol and at least one ionic monomer
 copolymerizable with said non-ionic monomer and at
 least one non-free radically polymerizable acid; and
- 10 (b) polymerizing the emulsion to form an aqueous suspension of said solid polymeric pressure sensitive adhesive microspheres;

wherein said non-free radically polymerizable acid is contacted with said polymerizable aqueous emulsion prior to achieving about 95% conversion of said non-ionic monomer.

- 2. The process of claim 1 wherein the alkyl group of said non-ionic monomer has from 4 to about 14 carbon atoms.
- 20 3. The process of claim 2 wherein said non-ionic monomer is selected from 2-ethyl hexyl acrylate or n-butyl acrylate.
- The process of claim 1 wherein said ionic monomer is an alkali metal, ammonium or amine salt of an acid
 selected from a monoolefinic monocarboxylic acid, a monoolefinic dicarboxylic acid or mixtures thereof.
 - 5. The process of claim 4 wherein said ionic monomer is an alkali metal, ammonium or amine salt of acrylic acid.
- 30 6. The process of claim 5 wherein said ionic monomer is ammonium acrylate or sodium acrylate.
 - 7. The process of claim 4 wherein said ionic monomer is produced *in situ* by reaction of an acid selected from a monoolefinic monocarboxylic acid, a

monoolefinic dicarboxylic acid or mixtures thereof with a compound selected from an alkali metal hydroxide, ammonium hydroxide or an amine, and wherein said non-free radically polymerizable acid is contacted with said polymerizable 5 aqueous emulsion after formation of said ionic monomer.

- 8. The process of claim 1 wherein said non-free radically polymerizable acid is selected from acetic acid, hexanoic acid, phenyl undecanoic acid, stearic acid, hydrochloric acid, sulfuric acid or mixtures thereof.
- 10 9. The process of claim 8 wherein said non-free radically polymerizable acid is sulfuric acid.
- 10. The process of claim 1 wherein an oil soluble, low water soluble initiator is added to said polymerizable aqueous emulsion and polymerization initiated after said 15 non-free radically polymerizable acid is contacted with said polymerizable aqueous emulsion.
- 11. The process of claim 1 wherein an oil soluble, low water soluble initiator is added to said polymerizable aqueous emulsion and polymerization initiated before said 20 non-free radically polymerizable acid is contacted with said polymerizable aqueous emulsion.
- 12. The process of claim 1 further comprising adding a water soluble initiator to the polymerization mixture after achieving about 90% conversion of said non-25 ionic monomer.
 - 13. The solid polymeric pressure sensitive adhesive microspheres produced by the process of any of claims 1,2,3,4,5,6,7,8,9,10,11 or 12.
- 14. A process for preparing solid polymeric pressure 30 sensitive adhesive microspheres comprising:
 - (a) forming a polymerizable aqueous emulsion by contacting water, at least one non-ionic monomer of an alkyl acrylate or alkyl methacrylate ester of a non-tertiary alcohol, at least one ionic monomer

copolymerizable with said non-ionic monomer, and at least one emulsifier;

- (b) initiating polymerization;
- (c) adding at least one non-free radically
 5 polymerizable acid; and
 - (d) polymerizing the non-free radically polymerizable acid-containing mixture to form the solid polymeric pressure sensitive adhesive microspheres;

wherein said non-free radically polymerizable acid is 10 added to said polymerizable aqueous emulsion prior to achieving about 95% conversion of said non-ionic monomer.

- 15. The process of claim 14 wherein the alkyl group of said non-ionic monomer has from 4 to about 14 carbon atoms.
- 16. The process of claim 15 wherein said non-ionic monomer is selected from 2-ethyl hexyl acrylate or n-butyl acrylate.
- 17. The process of claim 14 wherein said ionic monomer is an alkali metal, ammonium or amine salt of an 20 acid selected from a monoolefinic monocarboxylic acid, a monoolefinic dicarboxylic acid or mixtures thereof.
 - 18. The process of claim 17 wherein said ionic monomer is an alkali metal, ammonium or amine salt of acrylic acid.
- 25 19. The process of claim 18 wherein said ionic monomer is ammonium acrylate or sodium acrylate.
 - 20. The process of claim 17 wherein said ionic monomer is produced *in situ* by reaction of an acid selected from a monoolefinic monocarboxylic acid, a
- 30 monoolefinic dicarboxylic acid or mixtures thereof with a compound selected from an alkali metal hydroxide, ammonium hydroxide or an amine.
 - 21. The process of claim 14 wherein said non-free radically polymerizable acid is selected from acetic acid,

hexanoic acid, phenyl undecanoic acid, stearic acid, hydrochloric acid, sulfuric acid or mixtures thereof.

- 22. The process of claim 21 wherein said non-free radically polymerizable acid is sulfuric acid.
- 5 23. The process of claim 14 wherein step (b) is conducted in the presence of an oil soluble, low water soluble initiator.
- 24. The process of claim 14 further comprising adding a water soluble initiator to the polymerization mixture 10 after achieving about 90% conversion of said non-ionic monomer.
 - 25. Solid acrylic pressure sensitive adhesive microspheres produced by the process of any of claims 14,15,16,17,18,19,20,21,22,23 or 24.
- 26. A process for preparing solid polymeric pressure sensitive adhesive microspheres comprising:
- (a) contacting a polymerizable aqueous emulsion of 2-ethyl hexyl acrylate and an alkali metal, ammonium or amine salt of acrylic acid, and sulfuric acid; 20 and
- (b) polymerizing the emulsion to form an aqueous suspension of said solid polymeric pressure sensitive adhesive microspheres;
 wherein said sulfuric acid is contacted with said
 25 polymerizable aqueous emulsion prior to achieving about
 95% conversion of said 2-ethyl hexyl acrylate.
- 27. The process of claim 26 further comprising adding a water soluble initiator to the polymerization mixture after achieving about 95% conversion of said non-30 ionic monomer.